

EDINA ART CENTER BOARD MEETING MINUTES

April 28, 2008

Members present: Rick Fesler, George Hadjiyanis, Bill McCabe, Heather Randall King, Ken Rosland, Ruth Valgemmae, Jim Van Valkenburg and Michael Whitt.

Members absent: Mike Kelly, Daniel Schroeder and John Swon

Staff present: Diana Hedges, Phil Johnson, John Keprios

CALL TO ORDER

Jim VanValkenburg, Chair, called meeting to order at 4:00 pm.

APPROVAL OF MINUTES

The minutes of the November 15, 2007 meeting were read and approved.

WELCOME NEW BOARD MEMBERS

Jim VanValkenburg asked two newly appointed Board members to introduce themselves.

Michael Whitt is employed as a Product Manager for Quest. He has resided in Edina for 9 years. He is motivated to serve on the EAC Board based on many art related interests developed while traveling. He and his family often visit museums and art centers on their trips. His children are getting to the age where they will be taking classes at the Art Center.

Rick Fesler has resided in Edina for 35 years. He and his wife have been active at the Art Center for years. He is motivated to serve on the EAC Board because he wants to expand his role in the "best" community. He is the liaison to the Edina Public Art Committee. Current Board members then introduced themselves to new members as they welcomed them.

ELECTION OF CHAIR AND VICE-CHAIR

Ken Rosland moved to nominate Jim VanValkenburg as Chairperson, George Hadjiyanis seconded. There were seven in favor, none opposed. Ruth Valgemmae moved to nominate Heather Randall King as Vice-Chairperson. Ken Rosland seconded. There were seven in favor, none opposed.

MEDIA STUDIOS - Phil Johnson

For the benefit of new Board members, Phil gave a short description of the functions performed by staff members in the Peggy Kelly Media Arts Studios. He also described an upcoming event: a World Wide Pinhole Camera Day workshop will be held on Sunday, April 27. Attendees will learn how to construct a simple, lensless camera, take pictures while walking around Cornelia Park and then have their photos developed and printed in our darkrooms by instructor, Ric Johnson. They can then upload their photos to the worldwide website so that anyone in the world can view them. It should be a fun event and will give the Art Center good press.

OUTREACH AND PUBLIC ART COMMITTEE-Rick Fesler

Rick reported that he had been approached by a citizen in Edina after that person had read the article about the Public Art Committee in a recent issue of About Town. This person is interested in assisting with funding for the arts in Edina, perhaps a significant donation for a building expansion at the Art Center. Their initial discussion was very preliminary and Rick will bring further details to the Board as warranted.

John Keprios offered congratulations to the Public Art Committee for the fine work done in commissioning and installing murals on the walls of the new Edina Sports Complex. Members who had seen them agreed that they were spectacular works of art.

Diana Hedges added that the Public Art Committee also commissioned a large pinecone sculpture by Marcia McEachron designed for placement on the Centennial Lakes grounds. The sculpture is entirely funded by private donations from the John and Jean Hedberg family. Diana also offered congratulations to Linda Kieffer, who was named Volunteer of the Year for the Public Art Committee.

Diana also mentioned that the sculpture loan program artists have been chosen for Grandview Square Park. The installation will take place in May and is located by the Senior Center.

Diana also encouraged all Board Members to attend the Garden Art Sale reception and Fountain unveiling a week from today from 4-8pm. Ken Rosland agreed to give a speech and introduce Adama Sow, the Project Coordinator and honor the people from Centennial Lakes Office Park United Properties who gave the Art Center a grant for the fountain refurbishing. More than 50 community members created the mosaic artwork.

COMPUTER PROGRAM UPDATE- Bill McCabe

Bill reported that several software programs had been looked at for automated scheduling and, perhaps, membership recordkeeping. Edina Communications Director, Jennifer Bennerotte, will be consulted in the next few weeks also. Diana added that the Art Center really needs computerized class registration and classroom scheduling assistance to eliminate redundant paperwork and resultant errors.

APPOINTMENT OF LIAISON TO PUBLIC ART COMMITTEE- Jim VanValkenburg

As required by Edina statutes, a Board member is to be appointed liaison to the Edina Public Art Committee. George Hadjiyanis moved to appoint Rick Fesler, Ruth Valgema seconded. The vote was unanimous.

BUILDING EXPANSION UPDATE - Jim VanValkenburg

Jim reported that he had met with Mayor Jim Hovland to discuss the Building Expansion Feasibility Study completed last fall. The Mayor's reaction was that the cost was too high to consider in the near term but he expressed his desire and intent to support the Art Center in meeting its needs. He asked that the Board keep him advised concerning expansion or remodeling alternatives and funding sources.

DIRECTOR'S REPORT

Diana Hedges reported:

That Jim VanValkenburg wanted to communicate to the Board the areas where the Art Center needs Board Members' involvement. Diana reported the following areas:

Gallery-works with Gallery coordinator and Volunteer Coordinator to set up shows, refreshments for openings, communications, helps organize attic, marketing, etc.

Gift Shop

- Arrange items, dusting. Contacting artists. Suggesting items. Attend art fairs to get new ideas.

- Set up Gallery Exhibitions. Help host-serve wine, arrange food, clean up. Please call Gene Andersen at 612-915-6600 or me if you have a few hours to donate or if you know of anyone who would like to help.

Membership Chair-sends out renewal announcements, checks registration cards for memberships, works with staff, new ideas to increase Membership.

Fundraising-new ideas needed.

Peggy Kelly Media Studios - work with Phil to see how we can promote the Studios and the services that we offer. Plan photography and media classes. Possibly schedule a special fundraising event.

Chair or co-chair our Carnival of the Arts. We need Board Members to participate to make this year's Carnival a success! October 5, 2008 - Carnival of the Arts - Art Around the World. This is one of our BIG events of the year and I hope you already have it on your calendar. We are hoping to have a Board Member Chair the event. Involves marketing the event, contacting performing Artists, room designation, volunteers.

Members' Juried Art Exhibit

Heather King and Ruth Valgema have agreed to co-chair our annual Juried Art Exhibit.

Special events help-work with Eddi Fesler, Coordinator and the EAC staff on Edina Art Fair, Winter Gift Sale, Potters' Games, Carnival, Silent Auction, etc.

Ways and Means Committee - Jim VanValkenburg, Mike Kelly, Ken Rosland

Photographer and article writing for About Town - George and Heather have written an article about EAC's Summer Camps. George has also written an article about Elizabeth Franklin, one of the artists in our School of Realism. That article will appear in the July issue of About Town.

Computer programming for registrations and room programming (Bill McCabe)

Public Art Committee - Rick Fesler, Liaison

Other Topics of Interest

GARDEN SALE

Now showing until May 29. Curated and designed by Sandra Shaughnessy and Jean Slatery, this sale includes lots of pots and even some antiques! On Thursday, May 1, a Garden Sale reception will be held from 4 to 8 pm with the unveiling of the community fountain at 6 pm. The fountain was redone in handmade tiles by Adama Sow with sponsorship and funding by Centennial Lakes United Properties. Also, visit the Garden Council Plant Sale at Arneson Acres on May 9 and 10. Go buy some plants and then come to the Art Center to get pots for them!

THANK YOU, SANDY!

A huge thank you to Sandy Clark for hosting our 31st Annual Volunteer Luncheon. It will be Friday, May 2 at noon at 5716 Long Brake Trail.

ART FAIR

May 30, 31, and June 1. We will have the same space as last year. We will be setting up tables in front of Tejas. Come help sell and also shop! A signup sheet is at the front desk. This is the pottery department's big fundraiser of the year!

SILENT AUCTION

Thanks to all of you who worked on the Silent Auction. We were able to raise \$4,016! Lyle Sorenson did an excellent job chairing the event this year. New ideas for fund raising are needed since running the same events each year eventually causes loss of interest.

JURIED SHOW

The staff has discussed the dates of the Juried Show and would like them to stay as publicized. Last year both the students and instructors were very displeased with the disruption of classes by having the exhibition a week later during the first week of fall classes. We also do not run into people bringing in during summer camps and classes like last year.

NEW ON THE TEAM

We welcome Cathy Gager as our newest Administrative Assistant. She is working mostly weeknights and Saturdays.

DESIGNS FOR NEW EAC SIGNS

Diana showed a display of six different design concepts for new Art Center signage. The signs would be placed at the EAC entrance, at the entrance to Rosland Park and on 66th Street at West Shore Drive. She asked the members to narrow the choices to only three that could be displayed to everyone visiting the Art Center. Based on preference ballots, the best of the concepts could then be taken to the Park and Recreation Department for their review to ensure that all signage regulations are met. After discussion, three designs were selected for display and balloting.

George Hadjiyanis asked if there were some way to improve the impact of the new electronic sign located at the 66th and Valley View entrance to Rosland Park. Diana responded that the sign will be positioned on a new base which should improve both its appearance and its visibility.

PUBLIC COMMENT

There were no members of the public present.

ADJOURNMENT

The meeting was adjourned at 5:12 pm.